

K mart's Beautiful Signs of Spring

Annale Hat



Fly-away Roller



Gibson Girl Sailor



Profile Brim Walking Hat



Mushroom Brim Hat

Milan Sombrero



Alpine Cloche



Spring 1969 means a beautiful hat. And Schiller Millinery Stores, the operators of the majority of K mart fashion accessories departments, have heaped K mart counters with an array of lovely chapeaux.

The flower-bedecked hat of other springs has given way to the simpler, more tailored look. The new casual silhouette is created in the following shapes: cowboy brim, sombrero, Garbo slouch, safari brim, oversized beret, high round-crown profile walking hat, Cardin small savior brim and draped silk turban hat with attached long scarf.

The ageless lady can find a large assortment of pill-boxes, bretones, toques and cloches in shiny straw and in fine sewn straw braid with wide, coarse banding.

Most teenagers will be enthusiastic about the completely tailored look in large hats as well as in the perennial rollers.

The prints and solid colors used are colorful and gay. There are the patriotic colors of red, white and blue and the romantic fashion shades of ivory, mint, orange, yellow and pink. Although white is the number one color, black and navy definitely have places in the spring scene. Many of the large brims are swirled with cire (a shimmery nylon with a shiny look) in a scarf effect. Other brims have attached nylon ties.

Although the tailored look dominates the spring hat picture, the flower hat is by no means entirely absent from 1969 assortments. Tiny rosebuds and forget-me-nots are artfully sewn on a collection of small hats. An important silhouette is the solid flower wig cover-up—very feminine in numerous delicate shades.

K mart's signs of spring are the fashion world's choicest chapeaux.

Customers Praise K mart Employees' Service

Service is our business and customers love us for it.

BENJAMIN MABRAY, merchandise manager at K mart 4020, Detroit, Mich., was praised by a satisfied customer. Her letter follows:

"I was shopping at the K mart store at Plymouth and Southfield. When I went to pay for my selection, I noticed I had completely run out of checks and I had no cash. I was in quite a bind because I needed the merchandise to make a costume for an event that was to be the following evening. I planned on staying up that night until I finished the dress. After explaining this to Mr. Mabray, he asked me how much the purchase was and proceeded to hand me \$5.00. I was at the point of tears prior to this, but I was now really teary-eyed—to think that anyone could be so trusting. He didn't ask for any identification or collateral.

"Bad business you might say. You're wrong. In this day and age such an act of faith is almost unheard of and I for one had my own faith in human nature strengthened. What does this mean to K mart and everyday business? Well, I have told a lot of people about my experience and will continue to do so. I know I will shop at K mart frequently, not only for its extraordinary prices but to re-live that most unusual experience. There just aren't too many men like your man at Plymouth and Southfield. God bless him and thank you. By the way, my dress was completed at

3:30 a.m. and it turned out beautifully."

SARAH HOLDREN, merchandise return at K mart 4154, North Aurora, Ill., was thanked by a grateful shopper. Her letter follows:

"I received the Christmas garland on Friday. It was so kind of you to go to all the trouble you did. And your personal note gave me a warm feeling. In this day and age when you read all the time about people not helping each other, you are certainly unusual.

"Enclosed is the check for the garland and along with it my wishes to you and your family for a joyous Christmas and a blessed New Year.

"I will also tell my friends that K mart is a good place to shop. It has such friendly personnel. Thank you again."

MARION WAGNER and JACKIE GRIFFITH, service desk at 4154, North Aurora, Ill., were complimented for service with a smile. The customer wrote:



Customers compliment good service given by Benjamin Mabray, merchandise manager at K mart 4020 in Detroit, Mich., and (left to right) Marion Wagner, service desk; Sarah Holdren, merchandise return girl, and Jackie Griffith, service desk, at K mart 4154 in North Aurora, Ill.

